

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

DCS5138 – MANAGEMENT INFORMATION SYSTEMS
(For Diploma students only)

7 MARCH 2018
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **8 pages**.
2. Answer **ALL** questions in **Section A** on the **OMR sheet**.
3. Answer **ALL** questions in **Section B** in the **Answer Booklet**.

Section A: 40 Multiple Choice Questions (40 marks)

Instruction: Shade your answers on the OMR sheet.

- 1) A web-based digital dashboard that provides accurate real-time information enables managers to _____.
 - A. create new ways of doing business
 - B. improve decision making
 - C. improve supplier intimacy
 - D. ensure survival
- 2) Hotels that use information systems to keep track of guests' preferences aim to _____.
 - A. improve customer intimacy
 - B. gain competitive advantage
 - C. create new products
 - D. build supplier intimacy
- 3) A database management system helps an organisation to _____.
 - A. reduce data redundancy
 - B. eliminate data inconsistency
 - C. promote data sharing
 - D. All of the above
- 4) A company would use a data warehouse to _____.
 - A. view data using multiple dimensions
 - B. acquire summarized data for use by specific population of users
 - C. store current and historical data from many core operational transaction systems
 - D. enable distributed parallel processing
- 5) All of the following are technological trends in management information system **EXCEPT** _____.
 - A. cloud computing
 - B. IoT
 - C. big data analytics
 - D. re-creation of company vision and mission
- 6) What is the effect of globalisation on business?
 - A. Increases labor costs through outsourcing
 - B. Reduces operating costs
 - C. Increases transaction costs
 - D. Reduces the opportunities to find low-cost suppliers
- 7) Networking and telecommunications technologies, along with computer hardware and software, form an organisation's _____.
 - A. culture
 - B. structured hierarchy
 - C. IT infrastructure
 - D. business functions

- 8) Which of the following is an example of unstructured decision?
- A. Calculating gross salary for employees
 - B. Building a corporate intranet
 - C. Checking store inventory
 - D. Deciding whether to introduce a new product line
- 9) When there is no well-understood or agreed-on procedure for making a decision, it is said to be _____ and made by the _____ management level.
- A. structured; middle
 - B. unstructured; senior
 - C. structured; operational
 - D. semistructured; middle
- 10) All of the following companies are the leading producers of business intelligence and analytics products **EXCEPT** _____.
- A. IBM
 - B. SAP
 - C. Microsoft
 - D. HP
- 11) Which of the following business intelligence tools is a key driver of "smart cities"?
- A. Big data analytics
 - B. Location analytics
 - C. Predictive analytics
 - D. Online analytical processing
- 12) Decisions about managing and monitoring day-to-day business activities are referred to as _____ intelligence.
- A. business
 - B. artificial
 - C. transactional
 - D. operational
- 13) Which of the following is an example of location analytics?
- A. Identifying the most profitable customers
 - B. Forecasting driver safety
 - C. Anticipating customer response to price changes
 - D. Determining the best routes for product delivery to retail outlets
- 14) A(n) _____ facilitates the solution to unstructured problems by a set of decision makers working together.
- A. project management system
 - B. office support system
 - C. group decision support system
 - D. management information system

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- 15) The use of databases and document management systems can be referred to as the _____ stage of the knowledge value chain.
- A. knowledge acquisition
 - B. knowledge storage
 - C. knowledge dissemination
 - D. knowledge application
- 16) What ways can knowledge be disseminated within the organisation?
- A. Collaboration tools
 - B. Portals
 - C. Emails
 - D. All of the above
- 17) What are the three major types of knowledge management systems?
- A. Database management systems, data warehouse, and data mining
 - B. Transaction processing systems, management information systems, and decision support systems
 - C. Enterprise-wide knowledge management systems, knowledge work systems, and intelligent techniques
 - D. Office support systems, executive support systems, and project management systems
- 18) Which type of knowledge management system is suitable for archiving videos, images, and sound clips?
- A. Learning management system
 - B. Digital asset management system
 - C. Knowledge work system
 - D. Knowledge network system
- 19) Which of the following is a tool for the management, delivery, tracking, and assessment of various types of employee learning and performance?
- A. Expert system
 - B. Employee self service
 - C. Learning management system
 - D. Knowledge workstation
- 20) All of the following are considered as knowledge workers **EXCEPT** _____.
- A. academic researchers
 - B. mechanical engineers
 - C. product designers
 - D. office receptionists
- 21) Which of the following is a tool that combines a live direct view of the physical world with computer-generated images?
- A. Augmented reality
 - B. Artificial intelligence
 - C. Computer aided design
 - D. Virtual reality

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- 22) How does the Internet raise the bargaining power of customers?
- A. Making more services available
 - B. Influencing purchasing decision making
 - C. Making information available to everyone
 - D. Reducing barriers to entry
- 23) Which of the following is **TRUE** about disruptive technologies?
- A. Output of some units used as inputs to others, or organisations pool markets and expertise
 - B. Technologies used in an activity for which the firm is world-class leader
 - C. Technologies that bring about sweeping change to business, industries, and markets
 - D. Network-based strategies that take advantage of firm's abilities to network with one another
- 24) All of the following are primary activities of a firm **EXCEPT** _____.
- A. sales and marketing
 - B. operations
 - C. logistics
 - D. technology
- 25) Which of the following is an advantage for new companies entering the marketplace?
- A. They can easily establish new relationships with suppliers
 - B. They can often hire younger and less expensive workers
 - C. They can quickly implement existing systems and equipment
 - D. They can compete effectively with traditional competitors
- 26) Which of the following is **TRUE** about the value chain model?
- A. Uses networks to link people and resources to create and distribute products without traditional organisational boundaries or physical locations
 - B. Secondary activities are those that are most directly related to the production and distribution of the firm's products and services
 - C. Highlights activities in a business where competitive strategies can best be applied and where information systems are most likely to have a strategic impact
 - D. Is a collection of independent firms that use information technology to coordinate their value chains to collectively produce a product or service for a market
- 27) _____ typically develop a single information system, usually at the home base, and then replicate it around the world.
- A. Franchisers
 - B. Domestic exporters
 - C. Multinational firms
 - D. Virtual companies

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- 28) Which of the following is an example of business process handled by the human resources function?
- A. Identifying potential customers
 - B. Shipping a product to a customer
 - C. Checking the customer's credit
 - D. Interviewing a job candidate
- 29) All of the following are examples of business intelligence systems **EXCEPT** _____.
- A. decision support systems
 - B. transaction processing systems
 - C. executive support systems
 - D. management information systems
- 30) _____ collect data from different firm functions and store them in single central data repository.
- A. Enterprise systems
 - B. Supply chain management systems
 - C. Customer relationship management systems
 - D. Database management systems
- 31) If a firm's supplier fails to deliver goods on time, which type of system would the firm use to update its production schedule?
- A. Enterprise resource planning system
 - B. Supply chain management system
 - C. Customer relationship management system
 - D. Knowledge management system
- 32) The use of the Internet and digital technology to enable all parts of a business is **BEST** referred to as _____.
- A. enterprise applications
 - B. e-commerce
 - C. social business
 - D. e-business
- 33) Which of the following collaboration tools is well suited for supporting interactions at different time and place?
- A. E-mail
 - B. Video conferencing
 - C. Shared screen
 - D. Discussion room
- 34) A _____ is a senior manager who oversees the use of IT in the firm.
- A. Chief Information Officer
 - B. Chief Executive Officer
 - C. Chief Knowledge Officer
 - D. Chief Financial Officer

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- 35) In order, what are the steps in business process management?
- A. 1. Analyzing existing processes, 2. Identifying processes for change, 3. Designing the new process, 4. Continuous measurement 5. Implementing the new process.
 - B. 1. Identifying processes for change, 2. Designing the new process, 3. Implementing the new process, 4. Analyzing existing processes, 5. Continuous measurement.
 - C. 1. Identifying processes for change, 2. Analyzing existing processes, 3. Designing the new process, 4. Implementing the new process, 5. Continuous measurement.
 - D. 1. Designing the new process, 2. Analyzing existing processes, 3. Identifying processes for change, 4. Implementing the new process, 5. Continuous measurement.
- 36) Which process develops a detailed description of the functions that a new information system must perform?
- A. System design
 - B. Conversion
 - C. Requirements analysis
 - D. Testing
- 37) Which type of testing ensures the system is ready to be used in production setting?
- A. Unit
 - B. System
 - C. Acceptance
 - D. Module
- 38) How does parallel conversion strategy work?
- A. The new system and the old run together for a time
 - B. The new system replaces the old one
 - C. The new system is slowly converted from the old system
 - D. The new system is introduced only to a limited users first
- 39) What is the primary tool for representing a system's component processes and the flow of data?
- A. Prototyping
 - B. Data flow diagram
 - C. Data dictionary
 - D. Entity relationship diagram
- 40) In _____, the development stages are organised so that tasks in one stage are completed before the tasks in the next stage begin.
- A. outsourcing
 - B. end-user development
 - C. rapid application development
 - D. traditional systems life cycle

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Section B: 4 Structured Questions (60 marks)

Instruction: Write your answers in the Answer Booklet.

Question 1

- a) Describe **THREE** reasons why information systems are so important for business today. Provide an example that illustrates each reason. (9 marks)
- b) Explain the **THREE** basic activities of a movie ticketing system. (6 marks)

[TOTAL 15 MARKS]

Question 2

- a) As the Sales & Marketing Manager in a telecommunications company, Bae Suzy is in charge of evaluating and deciding the most profitable advertising campaigns. Explain how the **FOUR** stages of the decision-making process apply to her decision. (8 marks)
- b) Lin Dan has just graduated with a Degree in Robotics and started working in a large ICT company.
- i. He faced some difficulties understanding the tasks assigned to him. Explain the type of information system that can help him locate the appropriate experts in the company. How does the system benefit Lin Dan in his work? (4 marks)
- ii. Lin Dan's project requires him to design and build a working robot for a manufacturing company. Explain the type and example of information system that Lin Dan can use. (3 marks)

[TOTAL 15 MARKS]

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Question 3

Select a popular product and company that you are familiar with. Apply Porter's **FIVE** competitive forces model to that product and company. Describe **TWO** generic strategies that the company is using.

[TOTAL 15 MARKS]

Question 4

- a) Explain the **FOUR** major types of information systems that serve the three different management levels within a business. What are the relationships among these systems?

(9 marks)

- b) Briefly describe the **FOUR** steps in prototyping. Explain **TWO** advantages of prototyping.

(6 marks)

[TOTAL 15 MARKS]

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